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DERWENT-WEEK: 200324

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TITLE: Target advertisement in accordance with voice data analysis

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PRIORITY-DATA: 2000KR-0041230 (July 19, 2000)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
KR 2002007780 A	January 29, 2002	N/A	001	G06F 017/60

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO	APPL-DATE
KR2002007780A	N/A	2000KR-0041230	July 19, 2000

INT-CL (IPC): G06F017/60

ABSTRACTED-PUB-NO: KR2002007780A

BASIC-ABSTRACT:

NOVELTY - A target advertisement in accordance with a voice data analysis is provided to recognize a voice signal by using a voice recognition technique and to display and sound an advertisement related to the contents of the voice by analyzing contents of the voice.

DETAILED DESCRIPTION - Contents of a voice of persons or client computers(1,2) telephoning by a general analogue telephone and a digital telephone of the Internet and a mobile communication must be recognized for sounding an advertisement from an advertisement server(3). Keywords are selected out of the contents of a voice by analyzing the contents according to the 5W1H

principle. Also, the age and the identity of the person(1,2) are detected by analyzing voice data and a wave form of a tone color. An advertisement is outputted to systems of the persons or client computers(1,2) from the advertisement server(3) in accordance with the analyzed contents. The contents of the advertisement may be transmitted on a screen of an IP of the person. Also, data corresponded to the advertisement may be transmitted through packet data being called.

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS: TARGET ADVERTISE ACCORD VOICE DATA ANALYSE

DERWENT-CLASS: T01

EPI-CODES: T01-J05A;

